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# HOW TO **BUILD YOUR SOCIAL MEDIA BRAND FOR BUSINESS!**



TIPS & ADVICE TO  
GET THE NEWBIE BUSINESS OWNER  
PRESENCE UP FAST!

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CARLOS GONZALEZ

**HOW TO BUILD  
YOUR SOCIAL MEDIA BRAND  
FOR BUSINESS!  
Vol. I**

**Tips & advice to get the newbie business owner presence up fast!**

By Carlos Gonzalez

a.k.a.



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;-)

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Visit: <http://gamifixation.com>

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## Introduction



**Thank you** for downloading my first edition eBook on Social Media Branding and tips for Business Vol. I. If you have not started working on your business' social media presence yet – this quick and handy eBook is an excellent step-by-step guide to get you on your way.

From the Auto-Industry, to the Real-Estate Industry, to successful eCommerce shopping sites, I have successfully created strong online leads for my clients where others have failed. Much of my “secret sauce” will be divulged in the following e-pages.

In the last couple of years, I have personally grown and curated the social media presence and branding of over 75 companies and businesses. Each time I begin a new client's social media work, I have to analyze their existing presence and websites to prepare my strategy; however, there are many common steps and techniques that are the same for *all* accounts, regardless of the type of business or industry.

This book is designed for small business owners trying to promote themselves on a budget –all the platforms I suggest are accessible and free on the internet –they only costs you time and effort to build. This eBook aims at quickly teaching YOU some of the valuable tips I have learned over the years to accelerate your online growth and find your targeted audience.

Thank you and I hope you find my tips and strategies valuable.

Sincerely,

Carlos Gonzalez

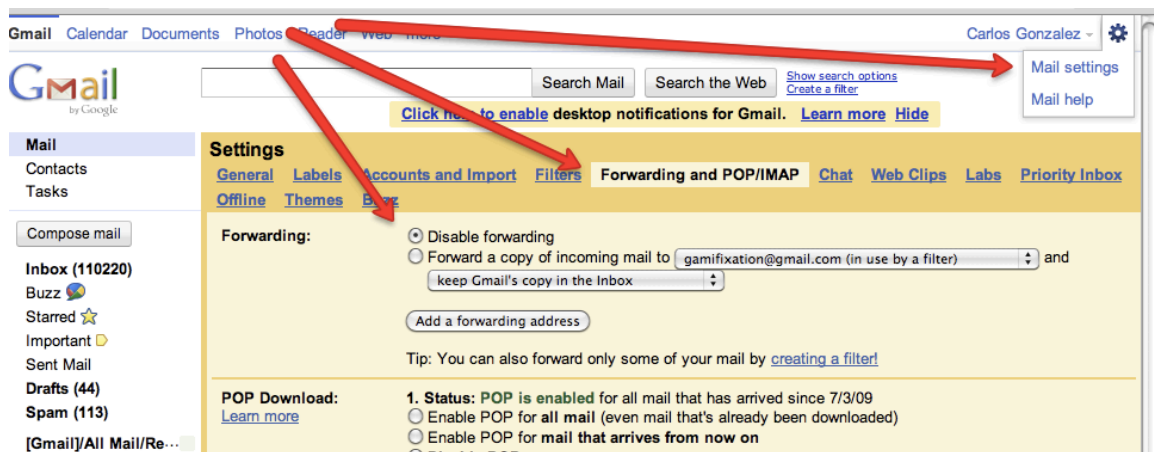
# Chapter 1

## GMAIL



One of the first things your small business is going to need is an email address. You may already have an existing business email address. If so, I would still highly recommend you create a Gmail account for your business –*for many other* reasons than the email itself. I will explain these other reasons as they come up in this book. But for now, one of the main purposes is having an email account for you to personally know that anything coming into it is related to your social media efforts. (If you have Gmail and know it well you’re free to skip to Chapter 2.)

For now, if you have an existing business email account other than a Gmail, I would recommend you create the Gmail account and setup the mail forwarding feature found under the settings tab on the top right. Add your business email here, select “forward and keep copy in Gmail inbox”.



You will receive an email to verify this forwarding address, click on that email link to verify. Now you will always receive any emails sent to this new address in the existing platform that you are already comfortable in.

Gmail is part of Google. If you're familiar with the giant Google search-engine –then you will probably like the Gmail layout and platform upon first creating an account and logging in for the first time. One of the great features on Gmail is the incredible amount of storage space you are allowed (you will never run out of storage). It is designed this way so that you do not delete your messages –and instead *search* for your emails like you search for websites.

When creating your business Gmail account, think of a good name. My Gmail is 'GamifiXation@Gmail.com' –*which is clean*, the name of my website only, that's it –you don't see something extremely hard to spell, with underscores and numbers on it. Keep it looking professional folks –this address is also part of your branding!

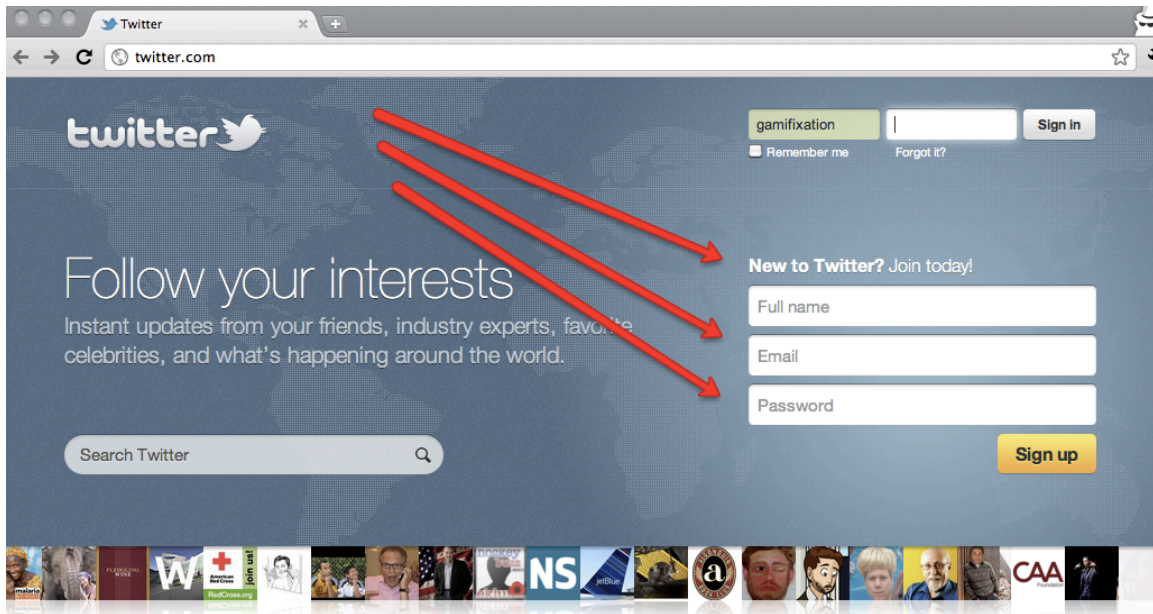
So please, I highly encourage and recommend that you create a Gmail account for your business and get familiar with it. Thank you! Now let's move on for now. 😊

## Chapter 2

### Twitter.com



With your newly created Gmail account, you are now ready to create your business **Twitter account profile**. Go to Twitter.com to do so. Enter your business name, your Gmail address, and password. It's up to you if you want to create a different password for your Twitter account than your Gmail password. Keep in mind that multiple passwords can become tedious to remember later; you may choose to create one password for *all* your "social media" type accounts to make this task easier.



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So what's the big fuss about Twitter anyway? Why do you need it over MySpace or all the other social networking sites that are here now, have come and went?

Well, there are many answers to why Twitter is so awesome and revolutionary over previous sites, I'll try to spark your interest with a few of the big ones –which can be applied for lead generation to any type of business.

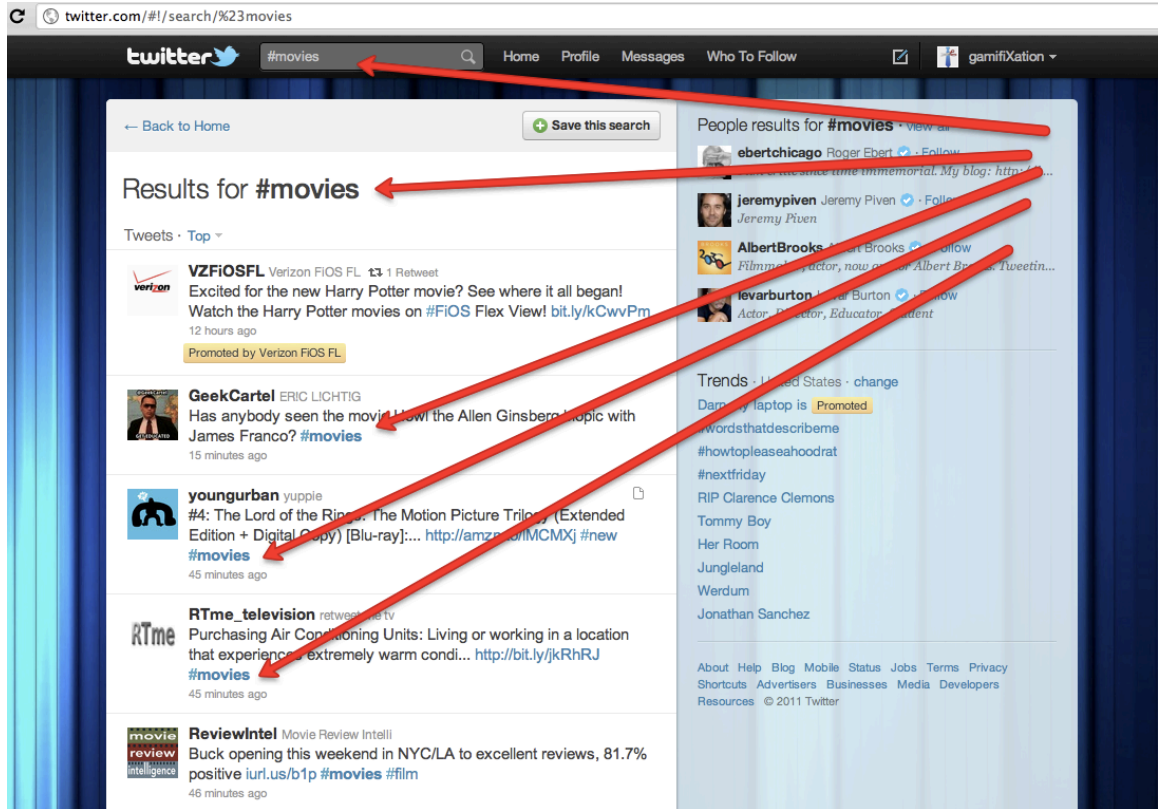
### 1. Twitter Real-Time Search

Twitter was the first major platform to excel at 'real-time search'. Just several years ago, search was dominated by Google, which was not in 'real-time'. On the Google search engine, the top 10 results for popular keywords were dominated by the sites that spent the most money on their Search Engine Optimization, many times costing hundreds of thousands to achieve top 10 results for their respective categories. With Twitter 'real-time' search, the Google model was kicked to the curb. On Twitter, the very last person or business to tweet those same top keywords are the ones rewarded with a top page result. And the very next person to tweet those same keywords will post right after you –in real-time. It is a fair system that allows anyone to promote their keywords and not have to worry about competing for placement. On Twitter –everyone gets their few seconds of fame –err top placement. 😊

Does this trigger any light bulbs yet? This REAL-TIME search is great for **any** type of lead generation. If I'm in the mortgage loan business for example, if I search for the words 'thinking about refinancing' –Twitter will show me in *real-time* the most recent profiles in the world to have used those words in the tweet. You can now intercept these online text communications and offer your services before ANYONE ELSE!

### 2. Twitter Hash tag '#'

When you post an update on Twitter, you can take advantage of the 140 characters allowed per post with several shortcuts on this platform. One of them is the Twitter hash tag feature. The hash tag, "#", or commonly known as the *number or pound* sign on your telephone –creates a searchable "link" when used before a keyword on a Twitter post. Adding hashtags with keywords to your Twitter posts is beneficial in that savvy Twitter users searching for those specific words will specifically search for these keyword hashtags to clear out all the noise. Experienced Twitter users understand that if they search "#movies" instead of "movies" they will receive a better result. The hashtag result will only show tweets from accounts that are specifically talking about movie promotions and will likely have links.

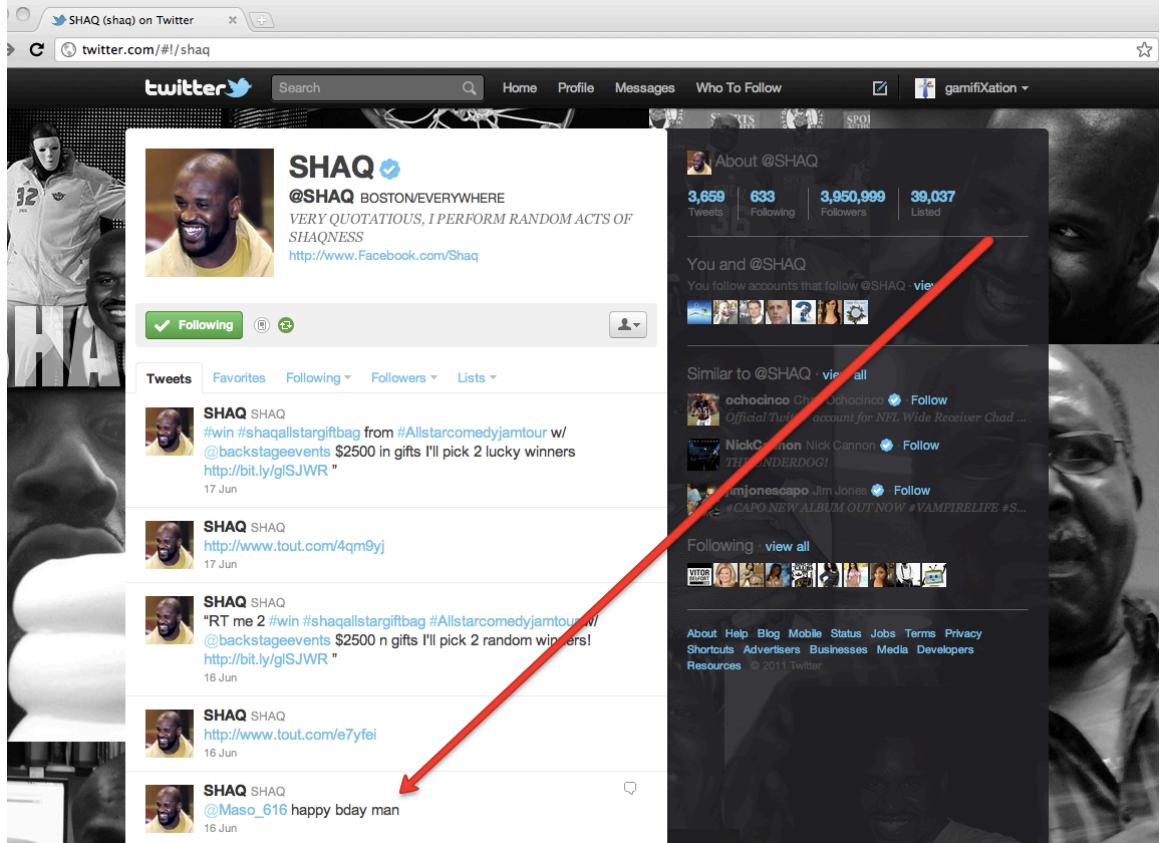


Whereas the same search for movies without the hashtag will give you ALL the results for anyone to have mentioned the word in their tweet, which would probably not be as useful to the person searching.

### 3. Twitter Profile '@' Link

When you post on Twitter, you have the ability to mention other Twitter accounts easily by typing the "@" sign directly followed by their Twitter profile name. For example, if someone wanted to publicly mention or wanted to catch my attention—they could tweet something with "@gamifiXation" in the tweet. By doing so, creates a link to that profile.

So for example, if you are a Shaquille O'Neal basketball fan and wanted to send the former NBA athlete a message on Twitter—you would simply have to post an update on Twitter and include the words "@Shaq" into those 140 characters. There is a chance Shaq himself would see this link when checking his public messages on Twitter. Often celebrities like Shaq will respond publicly to their fans on Twitter, here you can see a recent post from Shaq saying happy birthday to a fan:

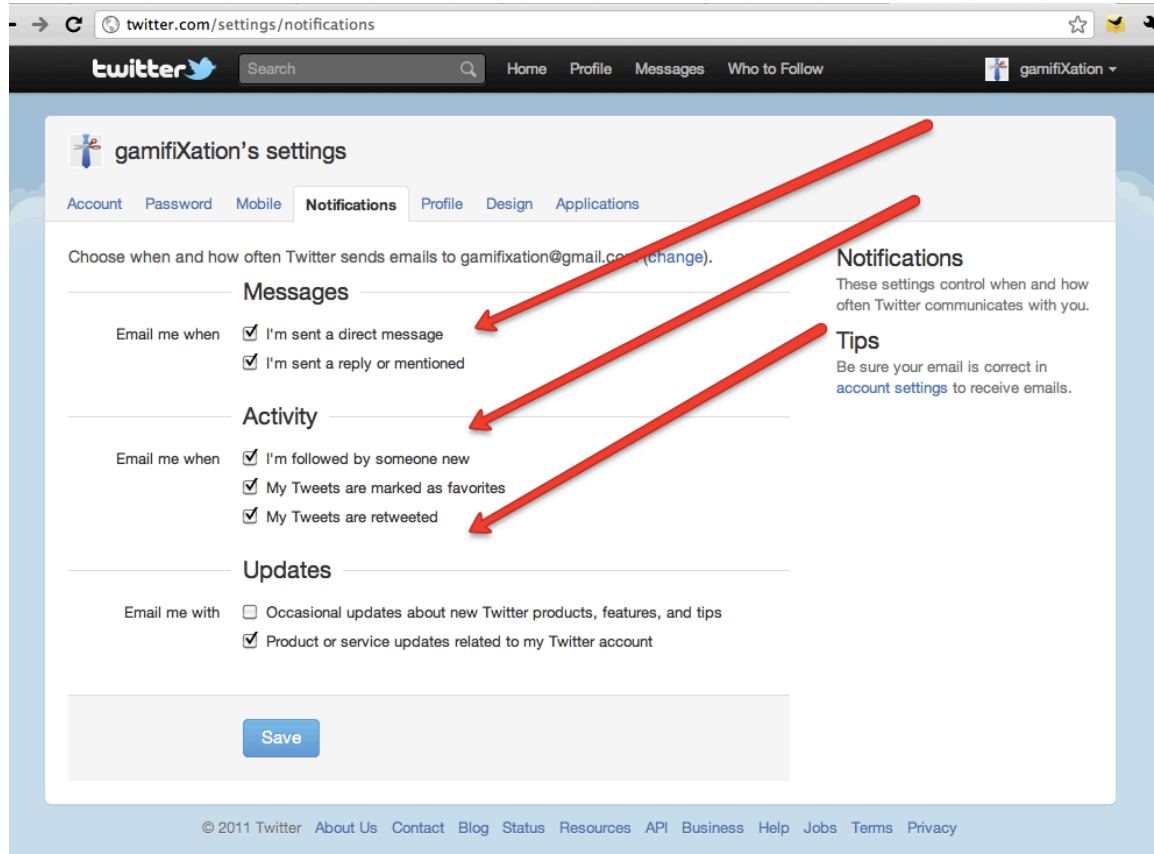


And the fan's reaction:



Twitter Notification Settings

Make sure you go to the 'Notifications' tab under your Twitter settings to make sure you are receiving the right emails from other Twitter users. Selecting these features will allow you to see Twitter messages in your inbox so that you don't miss them or have to continuously login to Twitter.com to check for them.



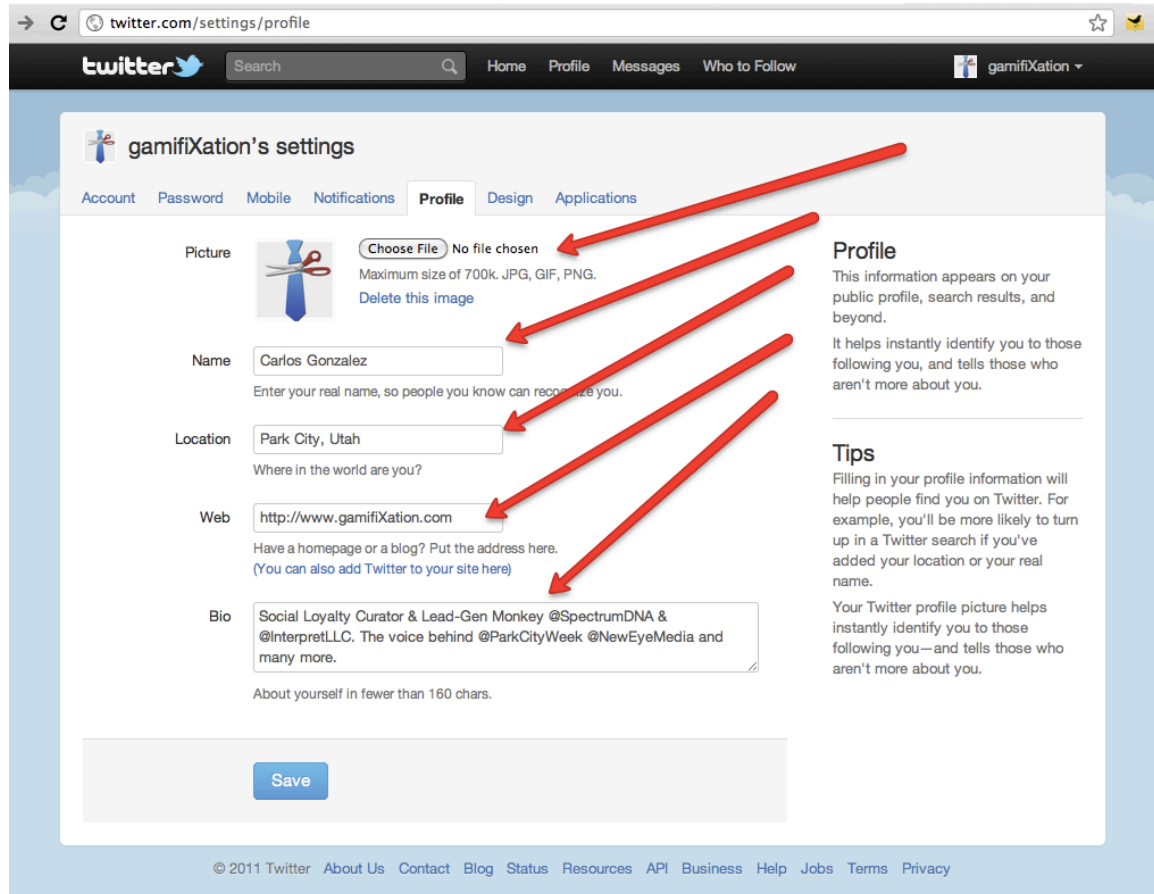
## Twitter Profile Settings

Under your profile settings, make sure to upload your company logo. The logo appears as a square next to your tweets throughout Twitter and other websites pulling data from Twitter –so make sure it looks good! If stretching your existing company rectangle shaped logo into a square makes it look funny or too small to read properly, or not attractive as a small thumbnail –then please consider redesigning a version of your logo specifically for your Twitter business profile picture (Avatar). It will be worth the extra effort in your online appearance / first impressions.

## Profile Settings 'Location' & 'Website'

If you're trying to get your business found by location, also make sure to fill in the 'Location' properly. Under the 'Website' box, fill in the URL to your website. DO NOT shorten your company website URL with a [bit.ly](http://bit.ly) shortening service -or anything like that here. You may be tempted to do so for tracking etc. –*not necessary*. You can use Google

Analytics to see where your website traffic is all coming from. On Twitter, you want to put the **FULL URL** to your company website here, remember, a lot of eyeballs land on your Twitter page –there’s no need to brand ‘bit.ly’ or any other service instead of branding your own website here. **The more the customer can see your full website URL to remember –the BETTER!!!**



## Profile Settings Bio

Under the Bio section, write a brief description and really **THINK** about the keywords you enter here. You will be registering your Twitter business page across multiple sites, which will record this part of your Twitter profile on their sites as well. These same keywords will be searched on these sites so it is important that everything in your BIO is SEO heavy for your business.

Twitter allows you to use “#” and “@” to create links in your Bio. So for example, if your Twitter page is promoting a movie –you could add “#movies” as part of your description.



## Chapter 3

### YouTube.com



One of the first reasons I asked you to create a Gmail account, is that it makes it easy to sign up and link to your YouTube account, which is crucial for your business exposure. The YouTube search engine is the second highest used search engine on the internet, receiving more searches than both Yahoo and Bing. The only search engine that is currently searched more than YouTube is Google (YouTube's parent company) -so it is important to create a quality video to promote your product and company online.

#### **YouTube Videos for SEO Results**

I have been preaching YouTube video SEO results to my clients for about 5 years now. From auto sales to real estate, to eCommerce sites –YouTube videos can drive excellent traffic to your website –*if done properly!*

I could write an entire book on examples of how I have achieved top SEO results for the keywords I've desired, here's an example I worked on a few years ago:

I was working with an eCommerce site in Park City, Utah, selling rugs, furniture, jewelry, and other items. The owner of the company had a brother living in Pomona, Ca –who owned a sheet metal company that manufactured restaurant equipment. I spoke with the owner over the phone one day and he told me that he wanted to rank high on the search engines for “wash-up sinks”.

So, I created a quick presentation video with some photos and slides I took from his existing website, added a little music, and uploaded the video to YouTube and Metacafe.com. This was a couple years ago. With zero work or promotion since uploading and maybe 30 minutes of initial work –this company ranks no. 1 with a couple of attractive thumbnail impressions (another benefit to videos) –pretty awesome. These video results remain permanent once they get to a certain rank. ☺

www.google.com/#client=psy&hl=en&source=hp&q=wash-up+sinks&aq=f&aqi=&aq=&oq=&pbx=1&bav=on.2,or,r\_gc\_r\_pw.&fp=597fb79ca0d0a3b8&biw=1522&bih=933

Videos Maps News Shopping Gmail more -

Google

wash-up sinks  Search

About 3,580,000 results (0.21 seconds) [Advanced Search](#)

Everything  
Images  
Videos  
News  
Shopping  
More

Park City, UT  
Change location

Show search tools

**BSMSS.COM Restaurant Equipment Restaurant Grills Restaurant Wash-Up**

55 sec - Oct 20, 2009  
COM Restaurant Equipment Restaurant Grills Restaurant Wash-Up Sinks Mop Sinks Los Angeles. Tags: Restaurant Equipment, Sheet Metal ...  
www.metacafe.com/.../bsmss\_com\_restaurant\_equipment\_restaurant\_gril...

**YouTube - Restaurant Equipment Sheet Metal Wash-Up Sinks Salad ...**

56 sec - Oct 16, 2009 - Uploaded by BestSheetMetal  
Best Sheet Metal, of Pomona, California is an AWARD-WINNING manufacturer of Restaurant equipment and Sheet Metal Supplies -including ...  
www.youtube.com/watch?v=Jlkp3CsSY4M

More videos for wash-up sinks »

**Dishwashing - Wikipedia, the free encyclopedia**

Jump to [Separate tub in the sink](#): The clothes were washed in the sink; the water used to wash the ... Using a separate **washing-up bowl** in the sink also ...  
en.wikipedia.org/wiki/Dishwashing - Cached - Similar


**SPECIFICATIONS**

File Format: PDF/Adobe Acrobat - [Quick View](#)  
CHS1716C Type 304 (18-8) stainless steel hand wash-up sink. Basin has 1-3/4" (45mm) radius coved corners. Full length 7". (178mm) high backplash. ...  
www.elkayusa.com/cps/rde/xbr/elkay/04-01H\_CHS1716(C).pdf - Similar

**Healthcare Sinks - Just Manufacturing - Made in U.S.A**

Product offerings include sensor operated surgical suite scrub stations, surgical wash-up stainless steel sinks, surgical instrument tray stainless steel ...  
www.justmfg.com - SPPages - Cached

**Shopping results for wash-up sinks**

 [Elkay CHS1716C WashUp Package commercial Sink Fixture](#)

\$506 - 9 stores

[Elkay 376569 Model CHS1716C, Chrome Hand Wash-Up Sink](#)

\$684.40 - Bellacor

[Elkay CHS1716SACTMC WashUp Sink commercial Bathroom](#)

\$881 - 4 stores

**Elkay CHS1716LRS WashUp Sink Commercial Bathroom - Fixture Universe**

CHS1716LRSC Type 304 (18-8) stainless steel hand wash-up sink with 7.  
www.fixtureuniverse.com/...sinks/elkay-chs1716lrs-washup-sink-commercial-bathroom\_g401059.html - Cached

**FGI-JS-122 Surgeons Wash-Up Sink**

FGI-JS-122 Stainless Steel Surgeons Wash-Up Sink. ... FGI Surgeons Wash-Up Sink. FOR DRINKING AND DELIVERY. CALL US AT 949.654.7769 OR EMAIL US

How did I achieve those top SEO results? When uploading the video I paid careful attention to every single keyword in the title. I included the company website address. Also, strong keywords like “Restaurant “and “Equipment”. If you notice, I included the word “Restaurant” in the video title THREE TIMES!!! I also included the words “Los Angeles” –which led to more views in his area. When I had originally uploaded these videos they didn’t rank top 10 like this immediately, it takes a few weeks or couple of months sometimes. However, after the video has received a few hundred views it is likely to rank top 10 on search engines permanently.



BSMSS.COM Restaurant Equipment Restaurant Grills Restaurant Wash-Up Sinks Mop Sinks Los Angeles

Tags: Restaurant Equipment, Sheet Metal, Manufacturer, Los Angeles, Restaurant Grills, Wash-Up Sinks, Mop Sinks, Salad Bars, Chef Units, Salsa Bars, El Pollo Loco, Stainless, Tumblers



0:04/0:56

MetaVote 2011 Watch and Vote. You could win an iPad

Share Embed Favorite Download Rate This Video

Like Be the first of your friends to like this.

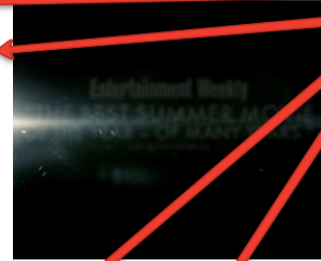


Subscribe By: BestSheetMetal Subscribers: 0 Updated: 20-Oct-09

Best Sheet Metal, of Pomona, California -is an AWARD-WINNING manufacturer of Restaurant equipment and Sheet Metal Supplies -including: Mop Sinks, Broilers, Floor Sinks, Wash-Up Sinks, Chicken Tumblers, Chef Units, Salsa Bars, Chicken Troughs, Burrito Case & Microwave Stations, Drive-Thru Counters, Equipment Stands, Steam Tables, Wall Flashings, Accessories, and CUSTOM orders.

Some of our best clientele include: El Pollo Loco, Carl's Junior, California Fish Grill, Taco Raza, ZPizza.

Best Sheet Metal INC. 1500 E. First Street Pomona, California 91766



More From: BestSheetMetal

Recommended Videos



Scratch-B-Gone Cleans Stainless Steel



Scratch-B-gone and Common Problems with St...



What Comes in the Scratch-B-Gone Kit and H...



Where Did Barry Get the Idea for Scratch-B...



Looking for Teen Videos? Find Activities Offline Too. Check This Site For Great Ideas & Videos. Intermountainlive.org

Salt Lake Dining Looking For A Great Restaurant In Salt Lake? Sign-Up & Get 50% Off www.LivingSocial.com

## Chapter 4

### Facebook.com



A Facebook page for your business page can be a very good source of brand awareness, customer support/feedback/engagement, as well as lead generation –*if done right!* There are over 500 million registered users on Facebook, so it serves your business well to have a proper presence on the popular social site.

#### Facebook Custom Landing Page

On your Facebook business page, you can easily create a custom landing page with a ‘call to action’ for new eyes to become a fan of your business by “Liking” your business page. Whenever a new Facebook user “Likes” your business page –they will have the potential to see *all* future updates from that Facebook page in the future. This is kind of like building your e-mail list of clients, but instead of sending out email newsletters to all your addresses –you are updating your Facebook page instead. Your followers may or may not see your post on their ‘news stream’ that day (depending on if they logged in and checked it), but if they do, it will be casual –they will see your company update and post in this casual method and not feel so heckled as they would in a mass email by the same company. It gives your client a gentle reminder about your brand and they have the decision to engage or not.

Below, you can see a recent custom landing I prepared for a market research firm in Santa Monica, CA. This is the page that new visitors to this company Facebook page will see when searching or other methods. It is set as the default page for Facebook users who have not “Liked” the page yet. Otherwise, the Facebook user would have landed on this company page, could have read all the information etc., but without actually “Liking” the page –*that user is not captured by your company* –and therefore **will not** receive future company updates –*so it is imperative* that you have a **strong call to action** and give your customer a **REASON** to ‘Like’ your page on Facebook –**the moment they arrive!** ☺

www.facebook.com/InterpretLLC

facebook

Email  Password

Keep me logged in [Forgot your password](#)

[Sign Up](#) Facebook helps you connect and share with the people in your life.

**Interpret LLC** Like

Consulting/Business Services · Santa Monica, California

powered by [Tradable Bits](#)

Like Send 161 likes. Sign Up to see what your friends like.

Wall  
Info  
Photos  
Discussions  
Questions  
Twitter  
Welcome

About  
Interpret is the leading cross-media market research firm. The company appl...  
More

4 check-ins  
161 people like this

Likes

Toluna Group  
GMI  
CASRO - Council of American Survey Research

Create a Page

**WELCOME!**

Interpret is a leading entertainment, media and technology measurement and market research firm.

Receive our market updates and research tips by "Liking" our page.

**interpret**  
Plan. Test. Measure.®

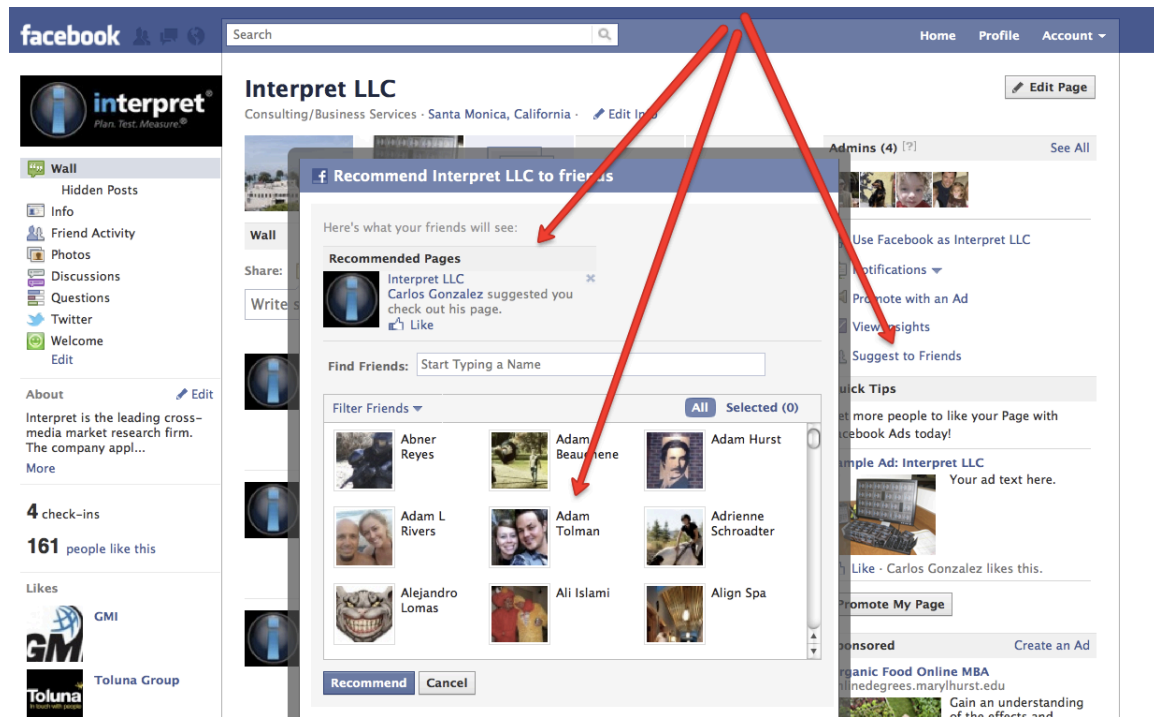
There are many free applications that you can use to easily create these custom landing pages. I personally think [Tradable Bits](#) is very good and easy enough for the average user to accomplish this goal (without any extra undue stress). They also have other good features available so check them out. ☺

### Facebook Suggest To Friends

In growing your new business page –you want to get some eyeballs checking out your content quickly. BTW, make sure you have *spent some time* on your Facebook page, uploading your logos, editing your profile, and uploading pictures, videos, etc. You want to give your customers a good reason to keep coming back!

In order to keep your brand awareness on Facebook, you already know you have to get your clients and potential customers to “Like” your page. One good place to start is your

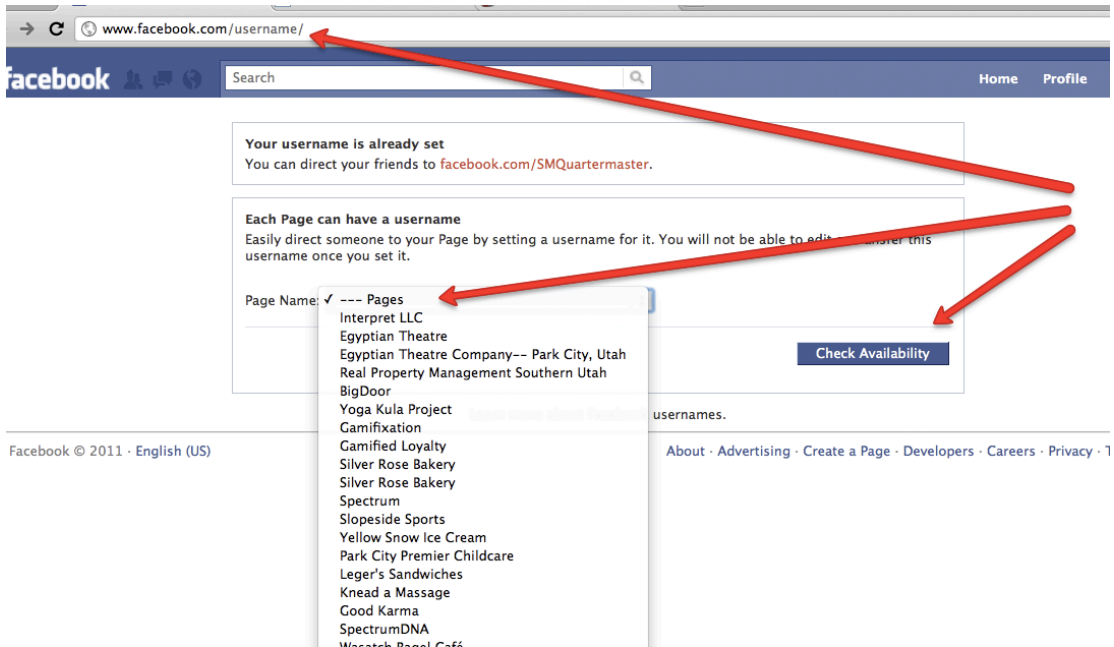
real friends on Facebook. On the right hand side you will see a link to 'Suggest to Friends', which allows you to select and choose the friends you wish to expose to your business page. Your real friends will see this as an 'ad' (that you have recommended) - and will receive a stronger response than the same type sponsored or paid ad landing on foreign eyeballs –plus, it's free –so make sure you take advantage of it to promote your page to your friends –*which can often be the group that strongest supports you on this Facebook platform!*



## Facebook Custom URL

You want your customers to find you *easily* on Facebook. One of those ways is by creating a custom URL for your Facebook page, which you can use to promote in print and other methods. However, in order to get started -Facebook requires that you have 25 'Likes' on the page before it allows an administrator on the account to go ahead and select the custom URL.

Once you have received 25 Likes on your Facebook business page, as an account administrator, you can go to [facebook.com/username](https://facebook.com/username) and select the page you would like to create a custom URL username for. The process is self-explanatory at this point, but make sure you are set on your URL choice –as you *cannot* change it afterwards.



## Earned Social Media Impressions

With the advances in Social Media, consumer conversations have become more measurable; this report by Nielsen goes into further detail the type of impressions you can achieve on Facebook –I encourage all new Facebook business page owners to read entirely:

[Download Nielsen Report on the 'Value of a Social Media Impression'.](#)

## Chapter 5

### LinkedIn.com



LinkedIn is a social networking site focused on professional business and jobs. It is a great way to promote yourself as well as your services –and share information with like-minded professionals.

I highly encourage you to create your profile on LinkedIn and update/complete as much of your profile as possible. Make sure it looks attractive and has valuable information about you; this is what professional people will see when they find you on the site for the first time. Some of my best leads have come from LinkedIn, so you want to make sure your first impression is a good one. Upload a good profile picture and fill in your resume and work experience completely.

LinkedIn is recently in the spotlight with their successful IPO, which means overnight a flood of new business identities have created their accounts and are looking to build their presence –NOW is a fantastic time (with all the buzz) to be working on your own LinkedIn presence as well –as the likelihood of your connection attempts with other company representatives actively working their own brands is higher in this phase of LinkedIn IPO growth.

#### **Get More Connections**

One of the quickest ways to build your initial network is to invite your existing email contacts. On the 'Contacts' tab you can search for more connections by checking your email or entering emails you know of manually to send invitations.

The screenshot shows the LinkedIn 'Add Connections' page. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Jobs', 'Companies', 'News', and 'More'. A red arrow points from the 'Groups' tab to the 'Advanced' search button. Below the navigation, there are tabs for 'Add Connections', 'Colleagues', 'Classmates', and 'People You May Know'. A red arrow points from the 'Add Connections' tab to the 'Enter Email Addresses' form. The main content area has two panels: 'See Who You Already Know on LinkedIn' with a form for 'Your email' (containing 'gamification@gmail.com') and 'Email password', and 'Enter Email Addresses' with a large text input field. A red arrow points from the 'Enter Email Addresses' panel to the 'Send Invitations' button. At the bottom, there is a footer with links for 'Help Center', 'About', 'Blog', 'Careers', 'Advertising', 'Recruiting Solutions', 'Tools', 'Mobile', 'Developers', 'Publishers', 'Language', and 'Upgrade My Account'.

## Join Like-Minded Groups

There are thousands of groups available to join on LinkedIn, in all sorts of business and categories. Joining like-minded professionals in corresponding groups is a great way to spread the word on your company and services. Whenever I post a new blog on a tech and digital media subject –I make sure to upload them to my LinkedIn groups in the form of new discussions, which I can then ask for feedback. This helps to spread the word on any new information you post. If you can't find a group in your niche – *Create a Group!* ☺

The screenshot shows the LinkedIn 'Groups Directory' page. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Jobs', 'Companies', 'News', and 'More'. A red arrow points from the 'Groups' tab to the 'Groups' dropdown menu. Below the navigation, there are tabs for 'Groups You've Joined', 'Following', 'Groups You May Like', 'Groups Directory', and 'Create a Group'. A red arrow points from the 'Groups Directory' tab to the 'Create a Group' button. The main content area features a 'Search Groups' sidebar with a 'Keywords' input field, 'All categories' dropdown, and 'Choose...' dropdown. The main content area displays a list of featured groups: 'UX Professionals' (14,754 members), 'Sticky Branding' (8,553 members), 'End to End Web Developers' (19,017 members), 'Localization Professional' (10,246 members), and 'The Recruiter Network - #1 Group for Recruiters' (177,394 members). Each group listing includes a description, owner name, and a 'Join Group' button. A red arrow points from the 'Create a Group' button to the 'Join Group' button of the 'UX Professionals' group.

One of the things I've learned from fellow blogger [Dan Allard](#) to get more leads on LinkedIn was to insert my first *and* last name in the 'First Name' box in my Basic Information –followed by my registered email address in the 'Last name' box, this way people can invite you to connect without having to use the 'I don't know this person option'. Totally optional but can help you grow your connections quickly. 😊

The image shows a screenshot of a LinkedIn profile's 'Basic Information' section. The user's name is 'Carlos Gonzalez' and their email is 'cgonzalez@spectrumdna.com'. Two red arrows point from the top right towards the 'First Name' and 'Last Name' input fields. The 'First Name' field contains 'Carlos Gonzalez' and the 'Last Name' field contains 'cgonzalez@spectrumdna.com'. The 'Display Name' is set to 'Carlos Gonzalez cgonzalez@spectrumdna.com'. A 'Speak multiple languages?' box is visible on the right side of the form.

LinkedIn Account Type: Basic Carlos Gonzalez cgonzalez@spectrumdna.com Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Advanced

Edit Profile View Profile

Basic Information

Name

First Name: Carlos Gonzalez

Last Name: cgonzalez@spectrumdna.com

Former/Maiden Name:

Display Name:  Carlos Gonzalez cgonzalez@spectrumdna.com  Carlos Gonzalez C.

Tip: For added Privacy, you can display only your first name and last initial. (Your connections will still see your first and last name.)

Speak multiple languages?  
You can create your profile in another language.  
[Create another profile](#)



## Chapter 6

### Wordpress.com



Setting up a blog is one of the best ways to promote your business online in today's digital environment. Wordpress is an excellent platform that makes it easy for the non tech-savvy user to create a great- looking blog, and is used by *millions* of both individuals *and* companies across the world today.

Wordpress is free and easy to start, so don't waste any time. And if you don't have an existing company website already, Wordpress is a great platform to create one on.

There are several other blogging platforms available that you may already be using, like [Blogger.com](http://Blogger.com), [Tumblr](http://Tumblr), etc. I've tried them all, and have to say that without a doubt Wordpress is the best and most search-engine friendly platform currently available. I have created websites on Fridays –that ranked top 10 no. 1 placements for their keywords on Google that following Monday!

#### **Get Started!**

To get started, go to [Wordpress.com](http://Wordpress.com). Make sure to create the account with your newly created Gmail address. ☺

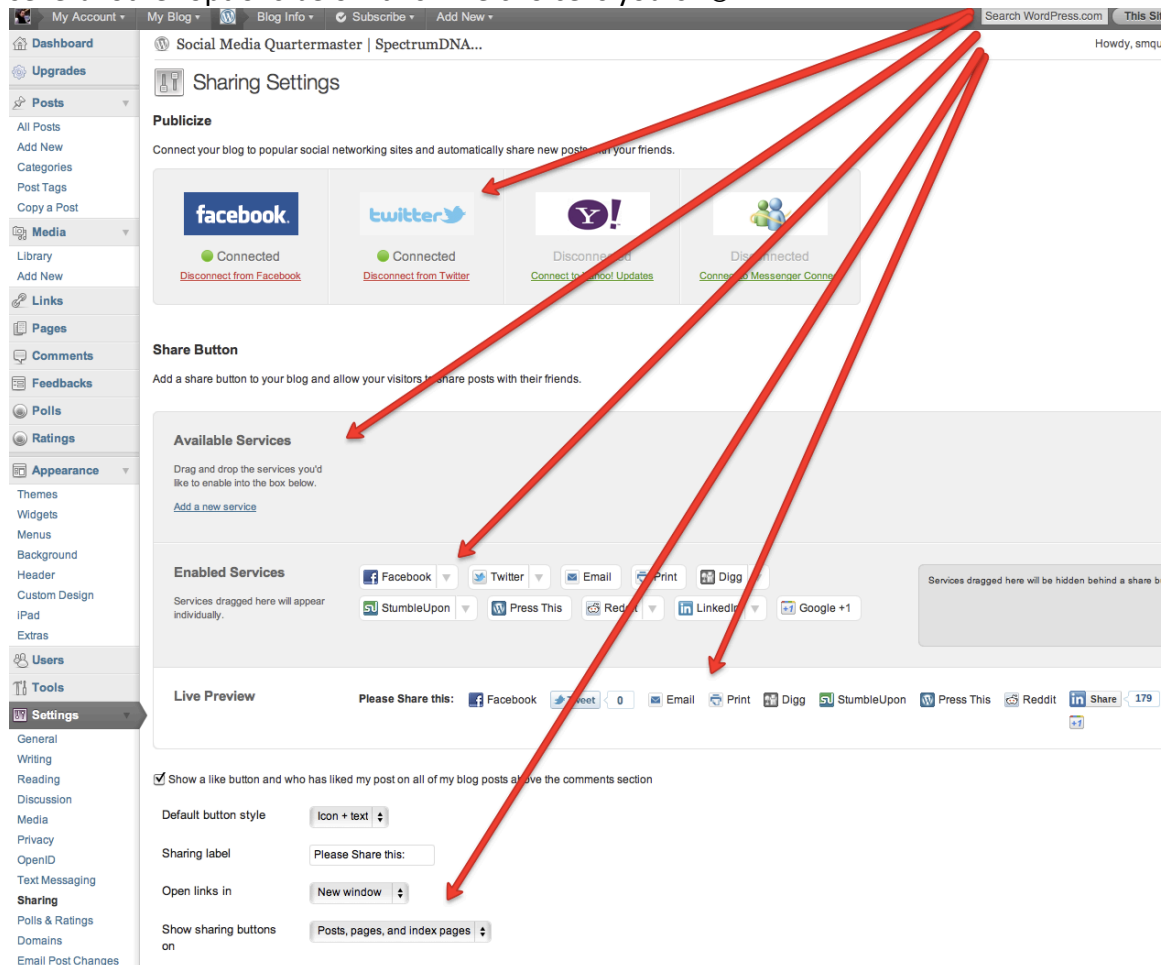
#### **Make Your Blog SOCIAL!**

Wordpress has great sharing features available, but they are not set on by default on a newly created blog –you have to implement them yourself. Under the Dashboard, you will see the 'Sharing' Link in the 'Settings' side-bar tab on the left of the screen.

In this section you will see the '**Publicize**' setting, which you can synch your Wordpress account to other social networking sites with. This is where you want to connect your

newly created Twitter business account, so that all new posts will copy your growing Twitter followers. You may also want to connect your Facebook account as well, that is optional depending on the business you are promoting and if you care to share that with your Facebook friends.

The **'Share Button'** section here is even more important. This section shows the available share buttons you can add to your blog posts. I personally recommend you select and drag *all* of them into the 'Enabled Services' section, with Facebook and Twitter as the first two methods of choice. Also, you can adjust your 'Sharing Label' and several other options below this. The choice is yours. 😊



## WordPress Comes with a FREE Mobile Version

One of the immediate advantages to using the free Wordpress platform over other blogging platforms is that Wordpress comes with a free **Mobile Version** of your Wordpress website. I had a client over a year ago *specifically request a "mobile"* website, because she said her customers could *not read* the text of her outdated website on their new Smart phones... sound familiar? Wordpress is great for that issue. In less than an hour -you should be able to transfer most outdated websites to the new

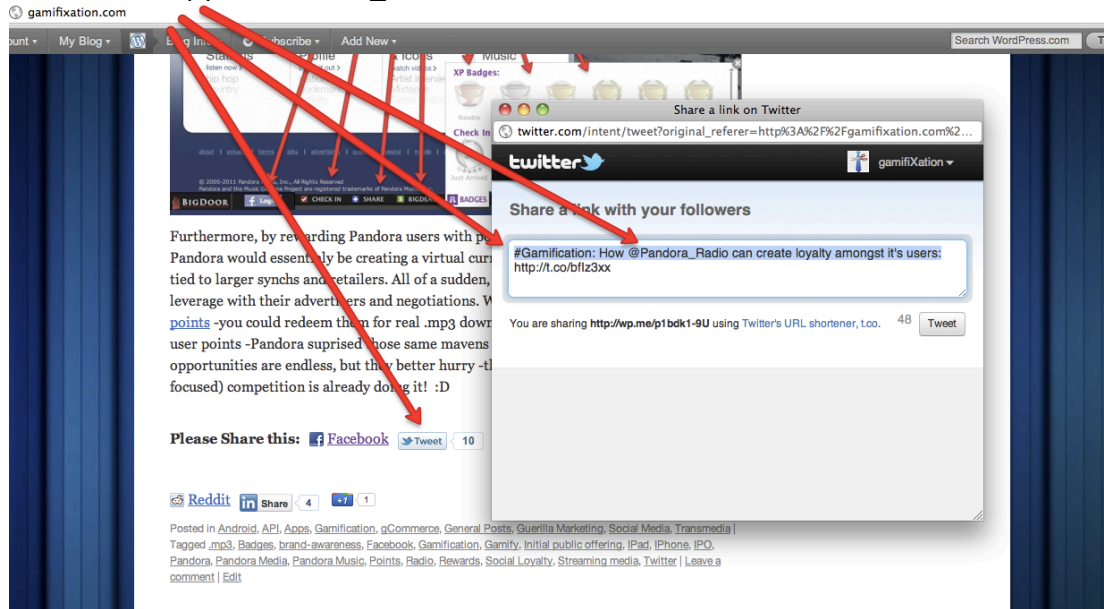
Wordpress platform, giving you an *easily read* mobile website for your customers.

Below, you can see a page on the massage co. website I transferred over to Wordpress. The text is laid out so that it can be read easily, and the YouTube video is formatted to fit well, *in both landscape and portrait modes*. No more upset customers complaining that they can't read your website on their phones! 😊



**Optimize Your Blog Titles for Maximum Twitter & Social Media Exposure**

Now that you are familiar with the Twitter use of the “#” and “@” to create links in your posts, you want to take advantage of them in your frequent Wordpress Blog Titles as well. In one of my recent blog posts, the subject was the ‘Pandora’ company website and streaming radio station. I wanted to catch the attention of Pandora themselves, so I researched their Twitter page and found that they use the profile name ‘@Pandora\_Radio’ –so the title to my blog post was “#Gamification: How @Pandora\_Radio can achieve Loyalty amongst it’s Users”. That way, whenever anyone used the ‘Tweet’ button on my posts to share with their network –*their own tweets would also copy ‘@Pandora\_Radio’*.



Now all of a sudden, Pandora’s Twitter curator was seeing my blog post from multiple sources. In this method, I was using the help of *my social network* to further promote this tweet and help catch the attention of Pandora’s official Twitter account curator – who ended up following me shortly afterwards.

The screenshot shows a Twitter profile for Pandora Radio (@pandora\_radio) with 68,318 followers. The profile bio states: "Pandora's official Twitter channel. I'm Aaron, Pandora's Community Manager: here for comments, feedback & general discussion about music, radio, comedy & tech." The profile statistics are: 7,372 Tweets, 51,241 Following, 68,318 Followers, and 4,142 Listed.

The followers list includes:

- visions: is a training/consulting company helping organizations build their leadership capacity to achieve the results they deserve. This profile is handled by @JF\_Hivon
- atxGETMONEYgang Go.O\$e ✓ Verified Account. || im livin like a baller LOC, havin money, and blowin hella chronic smoke.
- WorkMeter WorkMeter WorkMeter is an online reporting, dashboarding and productivity management tool that empowers employees and companies to increase their productivity.
- pandora\_radio** Pandora Radio Pandora's official Twitter channel. I'm Aaron, Pandora's Community Manager: here for comments, feedback & general discussion about music, radio, comedy & tech.
- demandserver demandserver.com Simple & easy to use on-demand servers located in various countries for popular multiplayer games. Perfect for clans. In private beta. Ask for your invite now!
- daillly Daillly Beautiful Groupon for digital goods. On steroids. Tweets courtesy of founder @lukemiler
- OTCRPTR\_Nixon48 Gerard Nixon Stocks
- microtask\_fr Microtask France Microtask est une société de technologie qui créé des services innovants pour gérer la distribution des forces de travail. Nous tenons u... http://bit.ly/jE4z3r

The tweet shown is from Pandora Radio (@pandora\_radio) dated 17 Jun, mentioning @Gcdb and @mitchhedbot. The tweet text is: "Is a hippopotamus just a really cool opotamus?"

Two red arrows originate from the tweet and point to the Pandora Radio profile card in the followers list, illustrating the connection between the tweet and the profile.

Below you can see another example of how including the other company's Twitter link in your tweet can catch their attention and lead to further exposure. I was promoting a blog from [SpectrumDNA](#) in which the topic was a Carl's Jr. Restaurant Brand iPhone App –so in the post I included the Carl's Jr. Twitter account link. That link alone was the reason the social media manager at Carl's Jr. noticed my post –and went on to ReTweet (further share) the message to the additional 15K followers of Carl's Jr. –further spreading the reach and views of our company blog instantly. Please remember these tips when tweeting to promote your own company products –you will be surprised at the results if you implement them smartly. 😊

@SpectrumDNA

twitter Search Home Profile Messages People SpectrumDNA

"Post Old #Marketers Learn New Games from Young Bucks"  
<http://bit.ly/eKcA4J> #gamify  
23 hours ago

**JackieMJensen** Jacqueline  
From the crew at @spectrumdna in #ParkCity. "Post  
#Marketers Learn New Games from Young Bucks"  
<http://shortcak.es/ZZ5> #gamify #social  
3 Jan

**CarlsJr** Carls Jr.  
RT @SpectrumDNA Brilliant use of mobile apps & a #checkin  
feature. #Apps #Rewards #VirtualEconomy @CarlsJr...  
<http://fb.me/N2MzI9RS>  
3 Jan

**DopeExport** DopeConnect  
@Adi88858 @VeronicaCano1 @kAmie\_KaMz  
@DanielaMcJones @fuhbeh @SpectrumDNA  
@SheAdoresLang #HitThatFollowButton  
1 Jan

**alexmy\_rs** alexmy\_rs  
Thank you for following @Vladiskaviuss @Sasha\_\_O  
@andrey\_4 @DanielaMcJones, @fuhbeh, @SpectrumDNA,  
@SheAdoresLang, @kenmuttok, #proFollow  
31 Dec

**Adi88858** Adi  
Thank you for following @VeronicaCano1, @kAmie\_KaMz,  
@DopeExport @DanielaMcJones @fuhbeh @SpectrumDNA

**Carl's Jr.**  **Carl's Jr.**   
@CarlsJr view full profile →

Carl's Jr. is THE place to go for big, delicious, premium-quality  
burgers. <http://www.carlsjr.com>

5,195	14,970	14,678	601
Tweets	Following	Followers	Listed

+ Follow

Recent Tweets

**CarlsJr** Carls Jr.  
#and... On this date in 179... Washington gave 1st State of the  
Union; on this date in 1970, the Beatles united for the last time  
to record.  
17 minutes ago

**CarlsJr** Carls Jr.  
RT @davidweihe The fine residents of Cookson, OK, have a  
@CarlsJr 13 miles to the north & a @Hardees 19 miles to the  
south. Lucky guys.  
1 hour ago



## Final Note from the Author



**Thank you** for your time in reading my quick 6 chapter eBook guide on Social Media tips for Business –I hope you found my advice useful and can get you started in the right direction.

Please check out my blog/website <http://gamifixation.com> and make sure to subscribe, I will then be able to keep you posted on the release of **HOW TO BUILD YOUR SOCIAL MEDIA BRAND FOR BUSINESS! Vol. II** –if you thought the tips in here were good, volume II will knock your socks off –there is so much more to cover! Please get started on the platforms covered in this volume so that you’re not feeling left behind for volume II.

**If you have any questions, comments, or feedback –please feel free to email me at [gamifixation@gmail.com](mailto:gamifixation@gmail.com) –I will do my best to assist you with your questions timely and to the best of my knowledge.**

THANK YOU!

Carlos Gonzalez